

In the paragraph sequence numbering from the USPTO's text in the pre-grant publication,  
Category Field of the Invention

Please replace paragraph [0004] with the following amended paragraph:

[0004] The present invention relates to changeable indicia substrate displays, more particularly to changeable golf sponsor displays suited for penetrating the ground, but not exclusively; as ~~said~~ the invention is self supporting for indoor counter top or floor display use and also changeable to outdoor use, including ground penetration.

Description of Prior Art

Please replace paragraph [0005] with the following amended paragraph:

[0005] Charitable golf outings display sponsor and donor names, using sponsor signs that are placed in the ground throughout the golf course. The current method of supply, is computer cut vinyl lettering applied to a corrugated substrate, and supported by low quality, and quick to rust "H-shaped" wire stands. When golfing during the event, these ~~said~~ current displays become moving distractions in the slightest wind. ~~Said~~ The current sign display is both expensive to have lettered, and also expensive to remove and re-letter any new sponsor names or tournament information. The tournament director is totally dependent on a local sign shop for price, quality, and rush deadline sponsor additions. Transporting and storage of this corrugated sign and wire stand sign are both cumbersome and bulky. The use of ~~said~~ the current display is limited to the golf course on tournament day only, with no other options of use.

SUMMARY

Please replace paragraph [0006] with the following amended paragraph:

[0006] This invention of a changeable golf sponsor display is purposed to free up the user's dependency on others to supply printed sponsor indicia, provide more options in substrate types used, including how, when and where ~~said~~ a display can be used. The full extension of a retractable, stainless steel leg set transforms a single flexible planar display substrate into a 3-D appearing curvature shape. An optional and vertically adjustable sliding clip allows various size and thickness of rigid indicia substrates to be quickly mounted to frontward convex surface of ~~said~~ the display. The instant speed of changing ~~said~~ any indicia substrates competes with all other assets, including compact storage, safe and easy handling, and vertical self-standing stability.

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Please replace paragraph [0007] with the following amended paragraph:

[0007] With leg set retracted and inverted, ~~said~~ the leg set retains ~~said~~ the curvature shape for optional pre-tournament advertising use as an indoor counter top or floor display within a sponsor's own business location, or by any others affiliated with the golf event. A pre-event display advertises the golf tournament for attendance and sponsorship; whereas ~~said~~ the display changes to an outdoor ground penetrating display during the event; and then changes back to an indoor display, thanking those previously solicited, with photos and dollar amounts taken in. These opened-up options of how, when and where ~~said~~ a display is used, will all fill a need in any tournament director's end goal. Last minute sponsor changes, or any message needed quickly, may be printed from any computer and instantly displayed. One multi-purpose display can now be used before, during and after the golf event.

#### DETAILED DESCRIPTION OF THE INVENTION

Please replace paragraph [0037] with the following amended paragraph:

[0037] Fabrication of the overall perimeter edge shape or design is optionally altered to most any single shape that suits the event; from a golf ball and tee shape, to a soccer or football, without detracting from the function or scope of the invention. ~~Said~~ The option of changing ~~said~~ the perimeter shape of ~~said~~ a display is possible through the simplicity of the tear preventive indicia retaining slit which forms the indicia substrate retaining appendage. Fabrication of perimeter design shape and functional indicia substrate retention area is done with one downstroke of a die-cutter; and by using only one piece of flexible planar substrate material, plus a means of retention source. A means of retention may include exteriorly fixed abutments, a fixed length tie strap, a resilient stretchable bungee cord, or a fixed width wire rod leg set. This particular display is made of two main parts; a flexible planar polymer substrate, and a said fixed wire rod leg set. A third and optional part is a vertically adjustable sliding clip; made also from the same type of substrate as ~~said~~ a display, and is purposed to retain rigid indicia substrates.

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Please replace paragraph [0039] with the following amended paragraph:

[0039] Fabrication of ~~said~~ the leg set apertures (FIG. 1,18) are formed in ~~said~~ areas FIG. 3,38, (using methods relating to and accordingly to the material type of ~~said~~ flexible planar substrate used, ~~whether polymer, paperboard, or metal~~). ~~Said a~~ Aperture forming support tabs are shown in FIG. 3,36 before forming, and in FIG. 4,36 after forming. In this present ~~case~~ embodiment of a planar polymer display substrate, ~~said~~ support tabs FIG. 3,36 are heat-formed, being folded over a mold element of a close diameter as that diameter of ~~said~~ the leg set, approximately 180 degrees and back onto, and adjacent to the rearward surface of the vertically lower area of ~~said~~ the main body of a display substrate, where surfaces contact each other FIG. 4,36, and a longitudinal and elongate leg aperture is formed with tolerances matching a diameter of the metal rod of ~~said~~ the leg set and also matching the ~~desired~~ ability of ~~said~~ a leg set to slide smoothly and elongately within ~~said~~ the leg set aperture FIG. 4,18. ~~The r~~ Remaining portions of ~~said~~ the aperture forming support tabs FIG. 4,36 will provide a greater vertical rigidity and a greater springable resistance to compression of ~~said~~ a display substrate.

Please replace paragraph [0040] with the following amended paragraph:

[0040] A (u-shape) leg set FIG. 4,14 is formed from a metal wire rod, with a slight bend formed near each elongate end FIG. 4,16. One leg of ~~said~~ a leg set is positioned parallel to the vertically lower and rearward planar surface of ~~said~~ the display and adjacent to ~~said~~ the aperture forming support tab. ~~Said~~ The tab is then lifted away from ~~said~~ a rearward planar surface of the display substrate to allow a horizontal sliding of one individual leg behind ~~said~~ the tab until the leg is positioned into ~~said~~ the leg set aperture FIG. 4,18. A slight bend FIG. 4,16 at the elongate end of both leg tips prevents ~~said~~ a leg set from ~~prematurely and longitudinally~~ accidentally exiting ~~said~~ a leg set aperture.

Please replace paragraph [0041] with the following amended paragraph:

[0041] FIG. 4 shows the present state of completion, with ~~said~~ a display substrate in a relaxed tension free ~~mode~~ position for handling and storage.

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Please replace paragraph [0042] with the following amended paragraph:

[0042] FIG. 8,a and FIG. 8,b show a resulting tab after the last process of fabrication; ~~the~~ a heat bending of ~~said~~ the vertically adjustable sliding clip. FIG. 8,c shows the polymer substrate shape before any bends are made. Each elongate end FIG. 8,c is heat formed and folded approximately 180 degrees around side edges and toward rearward surface of ~~said~~ the indicia retaining appendage for a slidably e but snug fit. The center positioned tab at the vertically lower edge FIG. 8,c,48 is then bent toward a user, frontwardly, upwardly, and bent approximately 180 degrees from its original position; creating a retaining and recessed area for retaining the vertically lower edge of a rigid indicia substrate, as ~~the~~ a vertically upper edge of ~~said~~ the substrate is positioned and retained under and behind the rigid indicia retaining tab FIG. 7,26.

Please replace paragraph [0043] with the following amended paragraph:

[0043] FIG. 7 shows the present state of completion with ~~said~~ the rigid indicia substrate 42 in position.

Please replace paragraph [0045] with the following amended paragraph:

[0045] Shown in FIG. 4,32 is a dotted line for visual width comparison between FIG. 4,32 and FIG. 1,32. FIG. 1 is a rear view showing both legs of ~~said~~ a leg set positioned within ~~said~~ the leg set apertures, ~~whereas said with the display is under circumferencial compression and retension.~~ being curvledly compressed and retained. FIG. 2 is an overhead view of FIG. 1. Shown are elongate bent leg tips 16; wire rod leg set 14; curvature of a frontward convex surface of ~~said~~ a display 34; and ~~said~~ leg set apertures 18.

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Please replace paragraph [0046] with the following amended paragraph:

[0046] FIG. 6 is a front view of FIG. 1 with ~~said~~ a flexible indicia substrate FIG. 6,40 inserted between ~~said~~ the display substrate 10, and an indicia retaining appendage 28, as the uppermost vertical ~~planar~~ edge 44 is pulled back toward the user for ~~easier~~ insertion of ~~said~~ the flexible indicia substrate 40. ~~FA~~ frontward and slightly angled view of ~~said~~ the curvature shape 20 is shown at a ~~vertically~~ lower base area of ~~said~~ the display substrate. Small dotted lines represent unseen areas of ~~said~~ the indicia retaining appendage 28 (as per within this ~~specific~~ view), and as hidden by ~~said~~ the flexible indicia substrate 40. Large dotted lines represent unseen areas of ~~said~~ the flexible indicia substrate 40, and as hidden by ~~said~~ the main body of a display substrate 10. ~~Θ~~ An outer perimeter dimension of ~~said~~ the flexible substrate is always larger than the dimension of ~~said~~ the completely cut-through slit 24, or slit-formed ~~said~~ indicia retaining appendage 28. A rigid indicia substrate FIG. 7,42 is shown inserted into ~~said~~ the display in FIG. 7. ~~Said~~ The rigid indicia substrate 42 is positioned under and behind the rigid indicia retaining tab 26, where ~~said~~ a vertically adjustable sliding clip 46 is raised vertically upward until a curved tab of ~~said~~ the clip 48 rests under and supports ~~said~~ the rigid indicia substrate. Dotted lines of ~~said~~ the sliding clip 46 represent an unseen area of ~~said~~ the sliding clip, as hidden by ~~said~~ the rigid indicia substrate 42. Dotted lines of FIG. 7,28 show hidden ~~area~~ portions of ~~said~~ the indicia retaining appendage. A ~~said~~ flexible indicia substrate may be inserted and viewed simultaneously with a ~~said~~ rigid indicia substrate, and with only a loss of viewing area equal to the amount which ~~said~~ the rigid indicia substrate covers up. ~~Said~~ A vertically adjustable sliding clip is shown in FIG. 8,a as a front view showing a curved tab of ~~said~~ the clip 48; and also in FIG. 8,b as a rear view, and also showing a curved tab of ~~said~~ the clip 48. ~~Said~~ The sliding clip is a separate and optional part, yet vertically retained onto and surrounding ~~said~~ the indicia retaining appendage through the same tensions of compression and retention that hold ~~said~~ the flexible indicia substrate.

Please replace paragraph [0047] with the following amended paragraph:

[0047] A counter-top, table-top, or free and self-standing floor display become options by removing ~~said~~ the leg set (one leg at a time) and vertically inverting ~~said~~ the leg set FIG. 5,14, and then again replacing legs under each ~~said~~ aperture forming tab. The overall tensions are slightly ~~and~~ ~~minutely~~ reduced with ~~said~~ the leg set in this inverted position, yet ~~keeping more than needed for~~ functional having sufficient tension for use as an indoor free-standing 3-D display.

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[0048] Operation

Please replace paragraph [0049] with the following amended paragraph:

[0049] ~~Note that the vector line slit stressed endpoints of said aperture and appendage forming completely through cut slit, are shown in FIG. 1,22; and how their last positions and direction of~~ Distal ends and areas near the beginning and ending points of the aperture and appendage forming through cut slit ~~travel~~ are not directionally parallel with any 3 sides of the perimeter of ~~said~~ the formed appendage. These directionally predetermined end points will prevent further tearing or extending of ~~said~~ the ~~vector line slit; under normal and intended use, and when said a display is subjected to normal use.~~ directionally intended compression, curvature, and retension. Said appendage is not intended to be used as a handle to pull sign out of ground by, or be carried by, or to twist when inserting or removing any indicia substrates.

Please replace paragraph [0050] with the following amended paragraph:

[0050] A display with one leg positioned within one aperture is in a relaxed state with all tensions released. This "flattened" for compact storage and stackable carrying ~~mode~~ position is changed as the user lifts the other remaining support tab back and away from the rearward surface of the display; and horizontally slides a remaining leg under ~~said~~ the tab until it is "snapped" positioned into place within the remaining leg set aperture. As this process is done, beginning stresses and tensions have already been placed on the entire ~~said~~ display, including ~~said~~ the leg set; which is then slid downwardly; and pointedly away from a user's body; ~~and longitudinally~~ and elongately within open areas of ~~said~~ the leg set apertures. The full extension of ~~said~~ the leg set completes compression, curvature shape, and then retains all stresses. ~~U~~ A user then pushes ~~said~~ the extended leg set into the ground with hands or foot. After ~~user addresses~~ addressing the now upright display from the frontward indicia viewing side, the uppermost planar perimeter edge FIG. 6,44 is pulled ~~frontward and toward~~ toward the user's body to allow insertion of ~~said~~ the flexible printed indicia, and then released. ~~Said~~ The curvatures shape causes ~~said~~ the upper edge to "snap" position itself back to ~~said~~ the state of tensioned curvature; wherein ~~said~~ the indicia FIG. 6,40 is held tightly in place between ~~said~~ the rearward concave surface of ~~said~~ the display and the frontward convex surface of ~~said~~ the indicia substrate retaining appendage.

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Please replace paragraph [0051] with the following amended paragraph:

[0051] A rigid indicia substrate may be inserted at this time, as a user again addresses ~~said~~ the display from ~~said~~ the frontward viewing side, and then grips ~~said~~ the edge 44 and pushes it rearward and away from the user's body. This action lifts the rigid indicia retaining tab FIG. 7,26 for easy insertion of ~~said~~ the rigid indicia substrate. The vertically upper planar edge is positioned under and behind ~~said~~ the tab, with a rearward surface of ~~said~~ the rigid indicia substrate adjacent to a frontward surface of ~~said~~ the indicia substrate. ~~Said~~ The vertically adjustable sliding clip FIG. 7,46 is then adjusted vertically until the indentation of its curved tab 48 contacts and supports the vertically lower planar edge of ~~said~~ the rigid substrate 42. ~~Said~~ The clip is optionally pre-mounted onto and partially surrounding ~~said~~ the retainer appendage FIG. 7,28; and is retained by dimensionally close tolerances between ~~said~~ the appendage and ~~said~~ the main body of display, and retained tensions when in a state of compression. When ~~said~~ a clip is not in use, there is no obstruction or interference with ~~said~~ the indicia substrate when ~~said~~ the clip is positioned at the vertically lowest position possible.

Please replace paragraph [0052] with the following amended paragraph:

[0052] Other means for retention of ~~said~~ a curvature shape can be used in addition to ~~said~~ a leg set; including the current wire stands now widely in use; a fixed length plastic tie strap; an elastic bungee cord; and any fixed width abutments are all functional for retension.

Please replace paragraph [0053] with the following amended paragraph:

[0053] ~~U~~A user has the option at any time to remove ~~said~~ the leg set, vertically invert, and replace ~~said~~ the inverted leg set for multi-purpose indoor and outdoor uses FIG. 5.

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